

WORKFORCE OBSERVATIONS FOR WESTERN WISCONSIN COUNTIES

DECEMBER 2003



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November Local Labor Scene

The November seasonally adjusted unemployment rate for the **La Crosse Metropolitan Area** was 3.9 percent, down three-tenths of a percentage point as compared to October's revised reading of 4.2 percent. This year's November rate is four-tenths of a percentage point lower than the 4.3 percent recorded in November 2002.

The **La Crosse Metropolitan Area** join the ten other metropolitan areas in Wisconsin showing considerable improvement in their seasonally adjusted employment rates. All 11 Wisconsin metropolitan areas had lower seasonally adjusted rates in November 2003 than they had experienced last month and one year ago..

Seven of eight Western Counties experienced declining unadjusted unemployment rates in November 2003 as compared to December 2002. There were twenty counties in the state with unadjusted unemployment rates under 4.0 percent in November, two of them in Western Wisconsin (Jackson & La Crosse).

Statewide Notes

Wisconsin's seasonally adjusted unemployment rate was estimated to be five percent in November, four-tenths of a percentage point lower than October's estimate and over a

half-percent lower than the November 2002 estimate. Wisconsin's not seasonally adjusted unemployment rate in November dropped over the month one-tenth of a percentage point to 4.5 percent.

National Notes

At 5.9 percent, November's national seasonally adjusted unemployment rate is one-tenth of a percentage point

lower than the six percent unemployment rate recorded in October and even with the rate recorded for November 2002.

Nationally, shoppers splurged at chic stores in November but many discount chains posted poor-to-average sales in a mixed open to the holiday

shopping season, retailers reported. Wal-Mart Stores, the world's largest company, managed to hit the mid-point of its sales forecast, but the day after Thanksgiving -- the traditional start of the holiday shopping season - was inadequate. Lower-priced department stores Sears and Kohl's missed their November sales goals, while high-end chains Nordstrom and Saks both reported much stronger than forecast sales. Target also turned in a good performance for the month, easily outshining rival Wal-Mart. Target is generally considered a little more upscale than Wal-Mart.

Labor Force Estimates (Seasonally Adjusted)			
	La Crosse * MSA	Wisconsin (000s)	United States (000s)
Current month: November 2003			
Civilian Labor Force	75,800	3,091.0	147,277
Employment	72,900	2,937.6	138,603
Unemployment	3,000	153.4	8,674
Unemployment rate	3.9%	5.0%	5.9%
Change from one month ago			
Civilian Labor Force	100	-17.0	484
Employment	500	-3.1	589
Unemployment	-200	-13.9	(105)
Unemployment rate	-0.3%	-0.4%	-0.1%
Change from one year ago			
Civilian Labor Force	1,200	65.2	2,097
Employment	1,500	80.0	2,061
Unemployment	-200	-14.8	37
Unemployment rate	-0.4%	-0.6%	0.0%
<i>Note: All estimates are preliminary and based on place of residence.</i>			
<i>* La Crosse MSA Statistics include Houston County Minnesota</i>			

Western Wisconsin Workforce Development Area

November 2003	Buffalo	Crawford	Jackson	Juneau	Lacrosse	Monroe	Trempealeau	Vernon	Region	Non MSA*	Wisconsin
Civilian Labor Force**	7,760	10,970	11,930	10,800	64,070	21,440	16,310	14,600	157,870	93,810	3,074,600
Employed	7,450	10,530	11,520	10,020	61,990	20,470	15,670	13,970	151,610	89,630	2,937,650
Unemployed	310	440	410	780	2,080	980	650	630	6,260	4,180	136,960
Unemployment Rate	4.0%	4.0%	3.5%	7.2%	3.2%	4.6%	4.0%	4.3%	4.0%	4.5%	4.5%
Total Nonfarm (NFWS) ***	5,000	8,400	8,500	9,100	69,500	18,400	13,900	8,600	141,500	71,900	2,799,800
Total Private	4,100	7,300	5,500	6,800	59,600	14,000	11,400	6,400	115,100	55,500	2,376,900
Goods Producing	400	1,600	1,700	2,400	11,700	4,100	5,900	1,200	29,000	17,300	632,100
Service Producing	4,600	6,800	6,800	6,700	57,800	14,300	8,000	7,400	112,400	54,600	2,167,700
Constr., Mining & Nat.Rsrcs	170	260	930	280	2,700	580	290	240	5,500	2,800	123,800
Manufacturing	300	1,300	800	2,100	9,000	3,500	5,600	900	23,500	14,600	508,300
Trade	500	2,600	900	1,100	12,300	2,900	1,600	1,700	23,700	11,400	446,100
Transportation & Utilities	1,800	200	800	400	2,100	1,800	600	300	7,900	5,900	328,600
Financial Activities	160	200	240	250	3,600	610	340	380	5,800	2,200	158,500
Education and Health Services	600	1,100	600	1,200	12,800	1,700	1,100	1,500	20,600	7,800	372,500
Leisure & Hospitality	400	900	900	900	6,600	1,500	900	700	12,900	6,300	232,400
Info., Prof. & Bus. Svcs, Other Svcs	200	600	300	500	10,500	1,400	1,000	600	15,100	4,700	430,100
Total Government	920	1,160	3,010	2,250	9,990	4,420	2,460	2,200	26,400	16,400	422,900
Federal	170	70	60	240	450	2,180	130	120	3,410	2,960	28,400
State	20	190	410	590	2,790	230	30	30	4,280	1,490	104,200
Local	730	900	2,540	1,430	6,750	2,020	2,300	2,060	18,720	11,970	290,300
Change from one month ago	October 2003										
Civilian Labor Force**	0	20	-230	-160	-100	-200	-50	-50	-700	-700	-15,900
Employed	-50	-10	-260	-140	0	-210	-90	-80	-800	-800	-11,900
Unemployed	50	30	30	-20	-100	10	40	30	100	200	-4,000
Unemployment rate(%)	0.6	0.3	0.3	0.0	-0.2	0.1	0.3	0.2	0.1	0.2	-0.1
Total Nonfarm (NFWS) ***	50	30	-170	-100	200	-130	-20	10	-200	-300	-4,500
Percent change NFWS from last month	1.0%	0.4%	-1.9%	-1.1%	0.2%	-0.7%	-0.2%	0.1%	-0.1%	-0.5%	-0.2%
Total Private	40	30	-200	-100	-100	-100	-50	-20	-500	-400	-10,100
Goods Producing	-10	-40	-200	0	-200	0	0	10	-400	-200	-4,900
Service Producing	60	70	0	-100	400	-200	-20	0	200	-200	400
Constr., Mining & Nat.Rsrcs	-10	-10	-150	0	-100	-10	-10	-10	-300	-200	-3,800
Manufacturing	0	-30	0	0	-100	50	10	20	-100	0	-1,100
Trade	0	140	0	0	300	-30	20	0	400	100	4,600
Transportation & Utilities	60	0	10	0	0	20	10	0	100	100	6,200
Financial Activities	0	0	0	0	0	0	-10	0	0	0	800
Education and Health Services	0	-10	0	0	0	0	0	0	0	0	100
Leisure & Hospitality	-10	-50	-20	-100	-200	-110	-70	-20	-500	-400	-7,000
Svcs	-10	-20	0	-10	0	-20	0	-10	-100	-100	-4,100
Total Government	10	0	10	-10	270	-20	30	30	300	0	5,600
Federal	0	0	0	0	0	-50	0	0	0	0	-200
State	0	-20	0	-10	90	0	-10	-10	0	0	2,900
Local	10	10	10	0	180	30	30	30	300	100	2,900
Change from one year ago	November 2002										
Civilian Labor Force**	160	460	350	240	1,100	1,080	750	560	4,700	3,600	58,500
Employed	170	440	440	340	1,400	1,080	900	620	5,400	4,000	71,800
Unemployed	0	20	-90	-100	-400	10	-150	-60	-800	-400	-13,400
Unemployment rate(%)	-0.1	0.0	-0.8	-1.1	-0.7	-0.2	-1.1	-0.6	-0.6	-0.6	-0.5
Total Nonfarm (NFWS) ***	-20	140	110	70	-300	550	480	170	1,200	1,500	-5,100
Percent change NFWS from last year	-0.4%	1.7%	1.3%	0.8%	-0.4%	3.1%	3.6%	2.1%	0.9%	2.1%	-0.2%
Total Private	-10	150	100	100	-300	600	400	100	1,100	1,400	4,500
Goods Producing	20	-190	100	-100	-300	0	200	0	-300	0	-22,800
Service Producing	-40	330	0	200	0	500	300	200	1,500	1,500	17,800
Constr., Mining & Nat.Rsrcs	20	10	60	0	-100	0	-10	-20	0	100	-6,300
Manufacturing	0	-200	0	-100	-200	20	170	40	-200	0	-16,500
Trade	-10	270	0	0	100	280	110	110	800	700	9,400
Transportation & Utilities	-20	-10	0	40	-100	250	0	10	200	300	6,600
Financial Activities	0	10	10	10	100	20	20	10	200	100	4,600
Education and Health Services	-40	0	0	0	300	50	20	50	400	100	11,100
Leisure & Hospitality	40	60	0	100	-100	20	70	-10	200	300	1,000
Svcs	-10	20	-100	0	-300	10	0	-80	-400	-100	1,300
Total Government	0	0	50	-20	0	-100	100	70	100	100	-9,500
Federal	0	0	0	-30	-90	-10	0	10	-100	0	-1,200
State	0	-10	-30	20	90	-40	0	-10	0	-100	-2,900
Local	0	0	80	-10	0	-50	100	70	200	200	-5,400

* Seven counties, excluding La Crosse County ** Includes participants residing in area. *** Includes employment with employers located in area. Estimates are NOT seasonally adjusted.
Current month estimates are preliminary. Totals may not add due to rounding. Calculations based on unrounded numbers. NFWS data is benchmarked to 3/2002

Look for the most current Labor Market Information at: <http://www.dwd.state.wi.us/lmi/>

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